



WTIC-TV

ORDER

Print Date 09/20/12

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Flight Dates 09/21/12-10/04/12

Contract / Revision 389437 /

Original Date / Revision
09/20/12 09/20/12

Advertiser Senate Majority PAC

Agency Waterfront Strategies

Buying Contact

3050 K St NW
Washington, DC 20007

Product

SENATE MAJORITY PAC

Agency Com 15%

Billing Contact

3050 K St NW
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1840

Alt Order # 06328445

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY GEN GEN

Product Codes PL2

Priority 03

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 15% Market Value 231333

Competing Station	% of Order	Amount
2WCCT	1%	2313
3WFSB	46%	106413
4WVIT	13%	30073
5WTNH	25%	57833
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	32	\$16,192.50	\$19,050.00	0.00	08/27/12	09/30/12	32	\$16,192.50	\$19,050.00
October 2012	21	\$13,302.50	\$15,650.00	0.00	10/01/12	10/04/12	21	\$13,302.50	\$15,650.00
Totals	53	\$29,495.00	\$34,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	09/21/12	09/28/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	----1--	:30	1	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	----1--		1		\$150.00		0.00					
		Week: 09/24/12	09/30/12	----1--		1		\$150.00		0.00					
2	61	09/24/12	10/04/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	MTWT---	:30	2	\$1,300.00	03	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	MTWT---		2		\$1,300.00		0.00					
		Week: 10/01/12	10/07/12	MTWT---		2		\$1,300.00		0.00					
3	61	09/24/12	10/04/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	MTWT---	:30	2	\$150.00	03	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	MTWT---		2		\$150.00		0.00					
		Week: 10/01/12	10/07/12	MTWT---		2		\$150.00		0.00					
4	61	09/24/12	10/04/12		CM	3p-4p	MTWT---	:30	2	\$200.00	03	0.00	NM	4	\$800.00



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Contract / Revision **389437** Flight Dates **09/21/12-10/04/12**

Hiatus Dates

Original Date / Revision 09/20/12/ 09/20/12

Order Sep 00:15:00

Advertiser **Senate Majority PAC**Product **SENATE MAJORITY PAC**Estimate # **1840**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3p-4p											
				M-F 3p-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWT---					2	\$200.00		0.00			
Week:		10/01/12	10/07/12	MTWT---					2	\$200.00		0.00			
5	61	09/21/12	09/28/12	M-F 4p-5pm	CM	4p-5p	----1--	:30	1	\$225.00	03	0.00	NM	2	\$450.00
				M-F 4p-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----1--					1	\$225.00		0.00			
Week:		09/24/12	09/30/12	----1--					1	\$225.00		0.00			
6	61	09/24/12	10/04/12	M-F 5p-6p	CM	5p-6p	MTWT---	:30	2	\$275.00	03	0.00	NM	4	\$1,100.00
				M-F 5p-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWT---					2	\$275.00		0.00			
Week:		10/01/12	10/07/12	MTWT---					2	\$275.00		0.00			
7	61	09/24/12	10/04/12	M-F 6p-630p	CM	6p-630p	MTWT---	:30	2	\$400.00	03	0.00	NM	4	\$1,600.00
				M-F 6p-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWT---					2	\$400.00		0.00			
Week:		10/01/12	10/07/12	MTWT---					2	\$400.00		0.00			
8	61	09/24/12	10/04/12	M-F 7p-730p	CM	7p-730p	MTWT---	:30	2	\$600.00	03	0.00	NM	5	\$3,000.00
				M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWT---					2	\$600.00		0.00			
Week:		10/01/12	10/07/12	MTWT---					3	\$600.00		0.00			
9	61	09/24/12	10/04/12	M-F 7a-8a	CM	7a-8a	MTWT---	:30	2	\$250.00	03	0.00	NM	4	\$1,000.00
				M-F 7a-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWT---					2	\$250.00		0.00			
Week:		10/01/12	10/07/12	MTWT---					2	\$250.00		0.00			
10	61	09/24/12	10/04/12	M-F 730p-8p	CM	730p-8p	MTWT---	:30	2	\$700.00	03	0.00	NM	4	\$2,800.00
				M-F 730p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWT---					2	\$700.00		0.00			
Week:		10/01/12	10/07/12	MTWT---					2	\$700.00		0.00			
12	61	09/23/12	09/23/12	Su 10p-11p	CM	10p-11p	-----1	:30	1	\$1,200.00	03	0.00	NM	1	\$1,200.00
				Su 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1					1	\$1,200.00		0.00			
13	61	09/27/12	10/04/12	Thur Prime A	CM	8p-9p	---1---	:30	1	\$2,500.00	03	0.00	NM	2	\$5,000.00
				X-Factor											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---1---					1	\$2,500.00		0.00			
Week:		10/01/12	10/07/12	---1---					1	\$2,500.00		0.00			
14	61	09/26/12	10/03/12	Wed Prime Rotator	CM	8p-10p	--1----	:30	1	\$4,500.00	03	0.00	NM	2	\$9,000.00
				X-Factor											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--1----					1	\$4,500.00		0.00			
Week:		10/01/12	10/07/12	--1----					1	\$4,500.00		0.00			
15	61	09/24/12	10/04/12	M-F 1p-2p	CM	1p-2p	MTWT---	:30	2	\$150.00	03	0.00	NM	4	\$600.00
				M-F 1p-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWT---					2	\$150.00		0.00			



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Contract / Revision **389437** Flight Dates **09/21/12-10/04/12**

Hiatus Dates

Original Date / Revision 09/20/12/ 09/20/12

Order Sep 00:15:00

Advertiser **Senate Majority PAC**Product **SENATE MAJORITY PAC**Estimate # **1840**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
15	61	09/24/12	10/04/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	MTWT---	:30	2	\$150.00	03	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					2	\$150.00		0.00			
16	61	09/28/12	09/28/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	----1--	:30	1	\$200.00	03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--					1	\$200.00		0.00			
17	61	09/21/12	09/28/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	----1--	:30	1	\$275.00	03	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----1--					1	\$275.00		0.00			
Week:		09/24/12	09/30/12	----1--					1	\$275.00		0.00			
18	61	09/21/12	09/28/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	----1--	:30	1	\$400.00	03	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----1--					1	\$400.00		0.00			
Week:		09/24/12	09/30/12	----1--					1	\$400.00		0.00			
19	61	09/21/12	09/28/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	----1--	:30	1	\$250.00	03	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----1--					1	\$250.00		0.00			
Week:		09/24/12	09/30/12	----1--					1	\$250.00		0.00			
Totals														53	\$34,700.00